

<i>SERFF Tracking Number:</i>	<i>MUTM-127361632</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Mutual of Omaha Insurance Company</i>	<i>State Tracking Number:</i>	<i>49531</i>
<i>Company Tracking Number:</i>	<i>JAMIE LUCY</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - MC34951</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/MC34951</i>		

## Filing at a Glance

Company: Mutual of Omaha Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127361632 State: Arkansas  
MC34951

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-Closed

State Tr Num: 49531

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Filed-Closed

Filing Type: Advertisement

Author: Jamie Lucy

Reviewer(s): Stephanie Fowler

Date Submitted: 08/11/2011

Disposition Date: 09/02/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: Long Term Care Advertising

Project Number: MC34951

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 09/02/2011

State Status Changed: 09/02/2011

Created By: Jamie Lucy

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

NAIC #: 261-71412

FEIN #: 47-0246511

Mutual of Omaha Insurance Company

Long Term Care Advertising

MC34951

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

For your reference, we will also be submitting this advertisement to your Department under a separate SERFF filing for

SERFF Tracking Number: MUTM-127361632 State: Arkansas  
Filing Company: Mutual of Omaha Insurance Company State Tracking Number: 49531  
Company Tracking Number: JAMIE LUCY  
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified  
Product Name: Long Term Care Advertising - MC34951  
Project Name/Number: Long Term Care Advertising/MC34951  
United of Omaha Life Insurance Company.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Thank you for the review of this filing.

Sincerely,

Corporate Compliance and Ethics Division  
For Questions, please contact Carly Cole  
Phone: 402-351-2476; Fax: 402-351-5298  
E-mail: advfilings@mutualofomaha.com

jl

## Company and Contact

### Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com  
Consultant

Mutual of Omaha 402-351-2476 [Phone]  
Mutual of Omaha Plaza 402-351-5298 [FAX]  
Omaha, NE 68175

### Filing Company Information

Mutual of Omaha Insurance Company	CoCode: 71412	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Health Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0246511	

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## Filing Fees

<i>SERFF Tracking Number:</i>	<i>MUTM-127361632</i>	<i>State:</i>	<i>Arkansas</i>
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Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Mutual of Omaha Insurance Company	\$50.00	08/11/2011	50553939

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## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Stephanie Fowler	09/02/2011	09/02/2011

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## Disposition

Disposition Date: 09/02/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Memorandum of Variability	Filed-Closed	Yes
<b>Form</b>	Flyer	Filed-Closed	Yes

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## Form Schedule

Lead Form Number: MC34951

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
<div>Status</div> <div>Filed-Closed</div> <div>09/02/2011</div>	MC34951	Advertising Flyer	Initial		0.000	MC34951.pdf

# You're Invited

To a Free Educational Sales Presentation

## LONG-TERM CARE INSURANCE

*An Essential Part of a  
Secure Financial Plan*

Learn about different types of  
long-term care services, who  
needs them and what they cost.

We'll also talk about how  
long-term care insurance works.  
*It'll be time well spent.*

**Please Join Me • [Agent Name]**

[Date]

[Time]

[Location]

To Reserve Your Place, Call: [Phone Number]

TIME | *well spent*

FINANCIAL STRATEGIES



**Mutual of Omaha**

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states, except NY and does not solicit business in NY. Policy forms: LTC09M, LTC09M-AG, LTC09M-5ML, LTC09M-10ML (or state equivalent). In ID: LTC09M-ID, LTC09M-AG-ID, LTC09M-5ML-ID, LTC09M-10ML-ID, In NY: LTC09M-NY, LTC09M-AG-NY, LTC09M-5ML-NY, LTC09M-10ML-NY, In OK: LTC09M-OK, LTC09M-AG-OK, LTC09M-5ML-OK, LTC09M-10ML-OK, In OR: LTC09M [-AG, -5ML, -10ML]-OR, In PA: LTC09M-PA, LTC09M-AG-PA, LTC09M-5ML-PA, LTC09M-10ML-PA, In TX: LTC09M-TX, LTC09M-AG-TX, LTC09M-5ML-TX, LTC09M-10ML-TX, In WA: LTC09M-WA, LTC09M-AG-WA, LTC09M-5ML-WA, LTC09M-10ML-WA, LTC09U, LTC09U-AG, LTC09U-5ML, LTC09U-10ML (or state equivalent). In ID: LTC09U-ID, LTC09U-AG-ID, LTC09U-5ML-ID, LTC09U-10ML-ID, In NY: LTC09U-NY, LTC09U-AG-NY, LTC09U-5ML-NY, LTC09U-10ML-NY, In OK: LTC09U-OK, LTC09U-AG-OK, LTC09U-5ML-OK, LTC09U-10ML-OK, In OR: LTC09U [-AG, -5ML, -10ML]-OR, In PA: LTC09U-PA, LTC09U-AG-PA, LTC09U-5ML-PA, LTC09U-10ML-PA, In WA: LTC09U-WA, LTC09U-AG-WA, LTC09U-5ML-WA, LTC09U-10ML-WA. Each underwriting company is responsible for its own financial and contractual obligations. Products and features may not be available in all states and may vary by state. Policies have exclusions and limitations. For costs and complete details of coverage, contact your licensed insurance agent (in WA: producer).

**This is a solicitation of insurance. By responding, you are requesting to have an agent (in WA, producer) contact you to provide additional information.**



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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
			<b>Date:</b>
<b>Satisfied - Item:</b>	Memorandum of Variability	Filed-Closed	09/02/2011
<b>Comments:</b>			
<b>Attachment:</b>			
MC34951_MOV.pdf			

# VARIABLE MATERIAL FOR ADVERTISING FORM

**Form Number: MC34951**

*The following information in the aforementioned advertisement is bracketed to denote variable material.*

<u>Section</u>	<u>Explanation</u>
1. Agent Name	1. Agent/Producers Name
2. Date	2. Date of the Informational Seminar
3. Time	3. Time of the Informational Seminar
4. Location	4. Location of the Informational Seminar
5. Phone Number	5. Agent/Producers Phone Number.